

Innovative Advertising  
403 N Columbia Street  
Covington LA 70433

Jim Davis/ R/ NC State Senate  
Submission Number 400 Issue 2



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

Copy

<b>Client:</b> Jim Davis/ R/ NC State Senate	<b>Submission Cost:</b> 16528	<b>Campaign Ref:</b> E:063621320
<b>Buyer:</b> Senate	<b>Client/Product/Estimate:</b> / / 990	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/21/12	<b>Weeks:</b> 3	<b>Order Ref:</b> 06362132
<b>Est./PO Number:</b> 06362132	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Jim Davis Sd50	<b>Booking Group:</b> WSPA	<b>Key Market:</b> Greenville Spartanburg Asheville
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	Total	Cost
1	Sun 9a ET / 8a CT CBS Sunday Morning News .....S	04	260	30 Comme	Nbr of Spots			1	260
2	M-F 9a Dr Phil ...TF..	05	100	30 Comme	Nbr of Spots	2		2	200
3	M-F 9a Dr Phil MTWTF..	05	110	30 Comme	Nbr of Spots		4	4	440
4	M-F 9a Dr Phil MT....	05	100	30 Comme	Nbr of Spots		2	2	200
5	M-F 10a Your Carolina ...TF..	05	40	30 Comme	Nbr of Spots	2		2	80
6	M-F 10a Your Carolina MTWTF..	05	40	30 Comme	Nbr of Spots		4	4	160
7	M-F 10a Your Carolina MT....	05	50	30 Comme	Nbr of Spots		2	2	100
<b>Weekly Totals: (Total Spots(Ord Spots))</b>					9	26	5	40	
<b>Closed PR</b>					1	1	1	2	

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Buyer:	Senate	Client/Product/Estimate:	/ / 1990	Sale Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/21/12	Weeks:	3	Order Ref:	06362132
Est./PO Number:	06362132	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	Total	Cost
8	Tue 8p ET / 7p CT NCIS T..... Comme	04	2400	30 Nbr of Spots		1		1	2400
9	Tue 10p ET / 9p CT Vegas T..... Comme	05	1200	30 Nbr of Spots		1		1	1200
10	CBS NFL Today Sun .....S Comme	06	350	30 Nbr of Spots	1			1	350
11	Sun 1p ET / 12p CT NFL On CBS .....S Comme	04	750	30 Nbr of Spots		1		1	750
12	Sun 4p ET / 3p CT NFL On CBS .....S Comme	04	800	30 Nbr of Spots		1		1	800
13	Sat CBS NCAA Football Early Game .....S 11:30 00--15:00:00 Comme	05	1325	30 Nbr of Spots	1			1	1325
14	Sat SEC Football .....S 12:00 00--15:00:00 Comme	05	600	30 Nbr of Spots	1			1	600
15	Sat CBS NCAA Football .....S 15:30 00--19:00:00 Comme	04	350	30 Nbr of Spots		1		1	350
16	M-F 8a CBS This Morning TWTF.. Comme	05	613	30 Nbr of Spots		1		1	613
17	Wed 9p ET / 8p CT Criminal Minds W..... Comme	05	1000	30 Nbr of Spots		5		5	1000
Weekly Totals: Total Spots(Ord Spots)					9	26	5	40	
Closed PR					1	1	1	2	

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<b>Buyer:</b> Senate	<b>Client/Product/Estimate:</b> . / /890	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/21/12	<b>Weeks:</b> 3	<b>Order Ref:</b> 06362132
<b>Est./PO Number:</b> 06362132	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	Total	Cost
18	Sun 1p ET / 12p CT NFL On CBS .....S	04	350	30 Comme	Nbr of Spots	2		2	700
19	Fri 8p ET / 7p CT CSI NY ....F..	05		30 Comme	Nbr of Spots				
					Closed PR	1		1	
20	Fri 10p ET / 9p CT Blue Bloods ....F..	05	1200	30 Comme	Nbr of Spots	1		1	1200
21	Sun 6a News .....S	06	50	30 Comme	Nbr of Spots	2		2	100
22	Fri 8p ET / 7p CT NCIS ....F..	05	700	30 Comme	Nbr of Spots	1		1	700
23	Tue 8p ET / 7p CT NCIS Los Angeles ..T....	04	1500	30 Comme	Nbr of Spots		1	1	1500
<b>Weekly Totals:</b>					Total Spots(Ord Spots)	9	26	5	40
					Closed PR	1	1	1	2

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
8	Tue 8p ET / 7p CT NCIS	:30 Commercial	10/15/12	Closed Pre Emption	0.00	23 (10/16)	0000181245	E:063621320
19	Fri 8p ET / 7p CT CSI NY	:30 Commercial	10/08/12	Closed Pre Emption	800.00	22 (10/12)	0000181024	E:063621320

Grand Totals

		Month 10 Weeks: 4		
Totals		10/01	10/08	10/15
Spots	40	9	26	5
Cost	16528	4355	10873	1800

Grand Totals:

Spots:	40
Gross Total:	16,527.50
Commission:	2,479.13
Net Total:	14,048.37